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62.07

1953

# COLORFUL MUMS

New and Choice

## Hardies Lead the Parade



Grown and for Sale by

Farnam's Chrysanthemum Farm

West River Mountain Road

Delaware, Arkansas



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# FARNAM'S CHRYSANTHEMUM FARM

CHECK \$ ..... MONEY ORDER \$ .....

May We Substitute Equal or Better Values if Necessary? Yes \_\_\_\_\_ No \_\_\_\_\_

**WARRANTY**—We give no warranty, expressed or implied, as to description, quantity, productiveness or any other matter of any seeds, bulbs, or plants we sell, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to purchase price of the goods.

Refund .....

[illegible]

EXTRA PLANTS SENT FOR POSTAGE



# FARNAM'S CHRYSANTHEMUM FARM

WEST RIVER MOUNTAIN ROAD

DELAWARE, ARKANSAS

DEAR FLOWER-LOVING FRIENDS:

It is with great satisfaction that we send our 1953 descriptive list to you. This season we are offering GRAND CHAMPION varieties only. Originated by the most famous floriculturists in the country. Our prices are reasonable for such fine, OUTSTANDING MUMS.

We are very anxious to receive your orders. We assure you that you will be satisfied with our plants, method of packing, etc.

Thanking you again for your orders in the past, and hoping to serve you again in the future, wishing you all much enjoyment in your garden, may it grow more beautiful year after year.

Faithfully yours,

M. FARNAM.

## A FEW POINTERS FOR A BUMPER CROP OF BLOOMS

Use a tablespoonful of commercial fertilizer per plant to give plants a good start.

Eighteen inches apart, each way, is sufficient.

When Mum plants are young, cut back the stems to promote a bushier type of plant.

Nicotine sulphate (Black Leaf .40) will kill aphids.

Commercial plant food and liquid manure will aid in producing a bumper crop.

Water, and plenty of it, is perhaps the most important factor in Chrysanthemum culture from August 'til flowering time. A mulch will prove highly beneficial at this time.

The manner of disbudding large-flowering varieties grown for specimen or exhibition purposes should retain the crown or center bud.

D. D. T. 5% dust or spray will keep bugs off.

Window boxes are beautiful planted with Mums. Just transplant at blooming time, water well.

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### OUR GUARANTEE

We guarantee safe arrival of all shipments within the United States. Plants that reach you in poor condition or that are not exactly as represented in our catalog may be returned immediately. We will replace at once or refund your money, whichever you prefer. Complaints must be made within five days of shipment. Beyond this, plants are subject to conditions outside of our control. Good culture and care are of first importance. This is the purchaser's responsibility. Nevertheless, we are interested in your complete success and if for any reason any plants received from us do not grow satisfactorily, tell us so, will you?

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**SUBSTITUTION**—Your permission to substitute the nearest variety, if this is necessary, will expedite your shipment. A variety of equal or better value will be supplied, plus one extra for good measure.

# GARDEN MUMS

Grand Champions—they have all been tested for winter hardiness, are free and early bloomers, have disease-resistant foliage. Most are frost and rain resistant, and are all of the highest quality.

Field grown divisions. State inspected for disease and harmful insects. Guaranteed true to name.

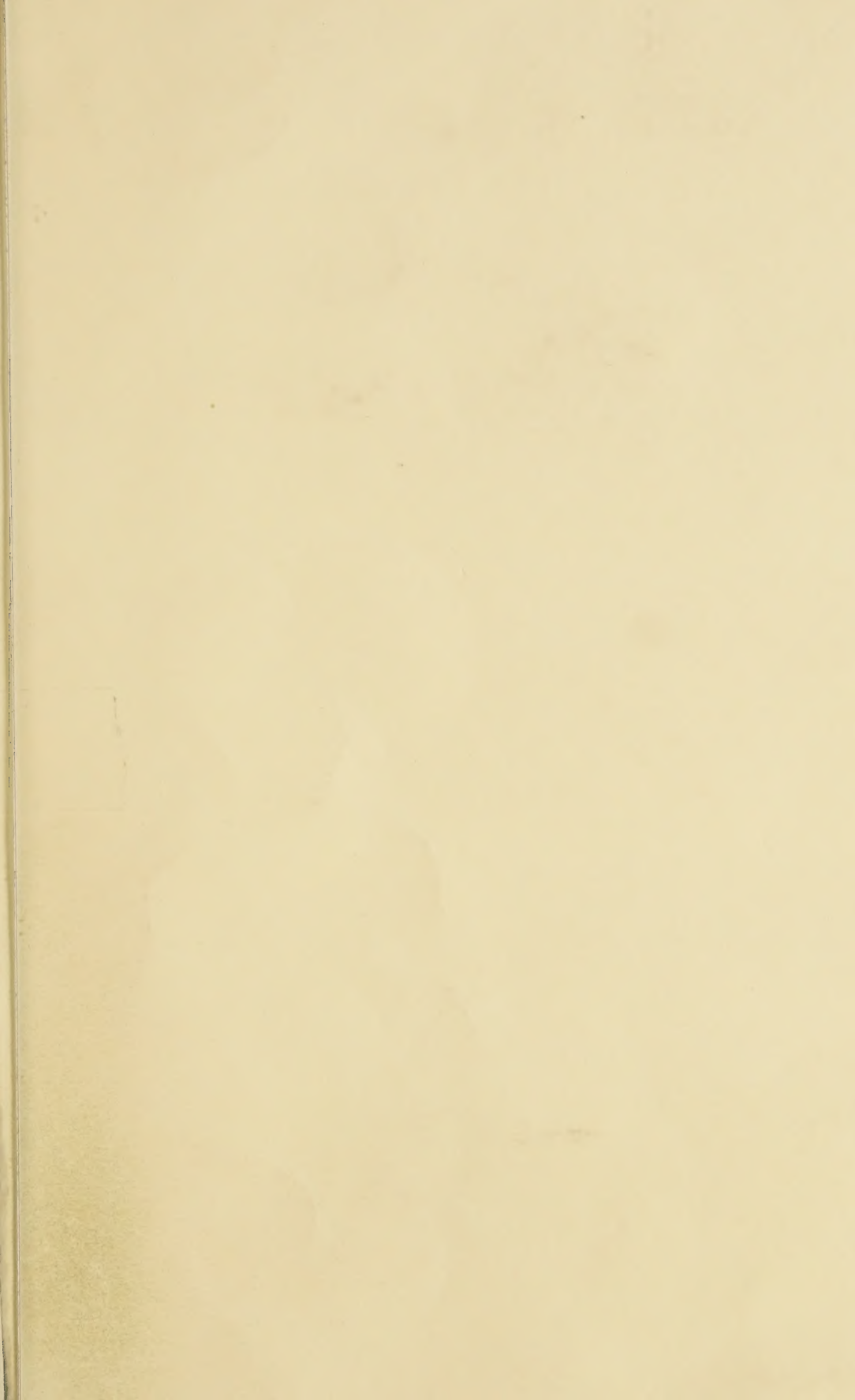
**35c EACH**

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(D., Double; SD., Semi-double; Ht., in inches)

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Name and Description	Height	Blooming Date
ALERT—D. (Becker.) Large, early, dark purple with a silvery cast. One of the best!.....	22	Sept. 20
AZTEC GOLD—D. (Kraus.) Compact, slightly domed, firm, clear lemon-yellow. Strong, upright growth. Ideal for late border cutting.....	26	Oct. 1
BETTY—SD (C-P.) Splendid upright rose-pink without a trace of magenta. One of the finest pinks.....	28	Sept. 28
CHORALE—D. (Kraus.) Biscuit-shaped flowers of light phlox-pink lightening to pale greenish yellow at center, aging to chalk-white. Long-lasting bloom.....	22	Sept. 22
CECIL BEED—D. (Wallie's Gdns.) Splendid early, full double, deep lavender-pink. Very dependable and free flowering.....	24	Sept. 1
CARNIVAL—D. (Bristol.) A large, gleaming burnt-orange flower on an excellent plant with lusty green foliage.....	30	Oct. 10
CHRIS COLUMBUS—D. (Rosebud.) A most outstanding ivory-white. A luxuriant grower, excellent for cutting...	26	Sept. 28
CHIKUITA—D. (Kraus.) A compact, dome-shaped pompon of deep lemon-yellow. One of the finest yellow pompoms.....	20	Sept. 28
CHARLES NYE—D. (Kraus.) Large, 3-inch, fully double, rounded flowers of buttercup-yellow.....	28	Sept. 24
EARLY WONDER—D. Large, soft pink pompon. Excellent for cutting.....	38	Sept. 30
ERMINE—D. (Kraus.) Fully double, wide-petaled, pure white with cream center. Tall, sturdy plant and vigorous grower. Very frost-resistant flower. Excellent when cut.....	30	Oct. 1
FIRE ENGINE—S. (Lehman.) New 1952! Bright, dark cardinal-red single with bright orange reverse. Petals open somewhat spoon shaped. Tall, showy grower.....	36	Oct. 1
GOLDEN HOURS—D. (Kraus.) Early, double, deep, lemcrome. Petals broad, overlapping and somewhat incurved. Most outstanding very early cut flower.....	26	Sept. 8
HARBOR LIGHTS—D. (Cumming.) Pale yellow with cream-white tints. Extra fine.....	22	Sept. 24
HUNTSMAN—D. (Bristol.) Bright scarlet-orange overlaid with bronze tints. Growth much like its parent, Carnival. Hardy and a good cut flower.....	30	Oct. 10





## GARDEN MUMS—(Continued)

LEE POWELL—D. (Kraus.) The Mum of the year 1951! Masses of fluffy Chinese-yellow flowers with slight orange tinge at center. Very similar to large greenhouse varieties. Tall, upright bush. Nothing like it in hardy Mums .....	30	Sept. 23
MALINDA BROWN—D. (Kraus.) A magnificent rose-pink with strong lavender undertone. Flowers globular, mounded at center; petals strongly incurved and twisted .....	24	Sept. 27
MYRTLE WALGREEN—D. (Kraus.) Rich amaranth-purple underlaid with silvery lilac, aging to clean, clear mal-low purple. Excels Chippewa .....	26	Sept. 28
MING—D. (Kraus.) A most wonderful, free-flowering plant with 4-inch blooms of Chinese yellow, with tanger-ine-orange at center. Fills the need for an extra good bronze cut flower .....	26	Sept. 18
MANDALAY—D. (Cumming.) Brilliant orange-bronze. Excellent for cutting .....	22	Sept. 26
OLIVE LONGLAND—D. (Kraus.) Three-inch apricot-toned salmon-pink. The best of the pastel colors .....	24	Sept. 26
PINK RADIANCE—D. (Cumming.) Multitudes of highly luminous pink blossoms on rugged plants .....	22	Sept. 24
PATRICIA LEHMAN—D. (Kraus.) Sparkling geran-ium-pink with peach center. Recurved and twisted petals give fluffy, feathery effect. Strong, upright grower for cut flowers .....	24	Sept. 28
PINK OPAL—D. (Kraus.) Pale Persian-rose overlaid with cream tints. Exceedingly delicate and refined; coloring distinct and clear. Four-inch, full, flattened flowers. A beauty .....	26	Sept. 28
RED VELVET—D. (Bristol.) A surpassingly fine, full double, velvety crimson. The best true crimson .....	24	Oct. 2
ROYAL ROBE—D. (Kraus.) Dr. Kraus' most superb '51 introduction. Beetroot-purple flower with a bluish sheen reflecting from the center. A very good all-around variety .....	27	Sept. 15
SHALMAR—D. (Kraus.) Ball-shaped cream-white with sulphur-yellow center. Masses of flowers cover the strong, upright plant.. Holds color very late .....	28	Sept. 24
TALISMAN—D. (Kraus.) A quilled button pompon of soft apricot overlaid with lavender-rose. Bud sportof Rosita .....	26	Sept. 24
WINTERSET—D. (Peck.) Strong-growing, large snow-white. A valuable addition, as it blooms with Mrs. du Pont and Red Velvet .....	28	Oct. 2
WHITE TOWER—D. (Becker.) Free-flowering, creamy white pompon maturing to pure white. Very tall and sturdy plant; good for cutting .....	36	Sept. 20

## GROW THE BIG GREENHOUSE MUMS IN YOUR GARDEN

In the North they can be grown outside in the garden until frost time, then potted up and brought indoors. To produce those big flowers they must be dis-budded, leaving from one to three flowers per plant and grown tied to a stake. Well-grown specimens are a magnificent sight at blooming time.

**STRONG, OUTDOOR STARTED PLANTS, FROM ROOTED CUTTINGS**

**50c EACH**

MAJOR BOWES—Large, incurved; deep lavender; excellent sturdy grower.	Oct. 20
SILVER SHEEN—Large, silvery-white.	Oct. 18
MRS. H. E. KIDDER—Incurved, 7-inch flowers of bright yellow	Oct. 15



# POMPOMS

The lovely, ever-loved, Ball Mums; tall growing, long straight stems. Hardy, disease resistant foliage. Lovely sprays, respond well to debudding. Unsurpassed for cuttings.

## STRONG OUT-DOOR STARTED PLANTS FROM ROOTED CUTTINGS

**45c EACH**

WHITE DOTY—Ivory white, large Pom, good disbud	Nov. 1
YELLOW DOTY—Buff yellow, large Pom, good disbud	Nov. 1
LILLIAN DOTY—Light rose-pink, large Pom, good disbud	Nov. 1
JESSIE—Fushia-pink, medium Pom, good sprays	Oct. 25
PINK DOT—Light pink, rose center, medium Pom, good sprays	Oct. 25
CREAM DOT—Cream, apricot center, medium POM, good sprays	Oct. 25
YELLOW DOT—Yellow, bronze center, medium Pom	Oct. 25
BRONZE DOT—Sport of Pink Dot	Oct. 25
RED DOT—Yellow-bronze, red center	Oct. 25

### PLEASE NOTE

Orders are accepted subject to conditions beyond our control. If your order cannot be filled to your satisfaction, your money will be refunded, ending our responsibility.

We cannot accept orders for less than six plants. All orders of one dozen plants sent postpaid. On orders for less than 12 plants add 50c extra for packing and mailing. We always add extra plants which take care of this extra expense.

If you wish to pay postage on your plants we will send plants of our newer varieties to more than cover this extra expense.

Your plants sent at proper planting time for your locality. Plants available throughout April, May, and June.

If you wish to receive our descriptive price list in the future, please fill in your name and address, cut out the box below, and please paste to a 2-cent post-card, and mail.

NAME .....

ADDRESS .....

TOWN ..... STATE .....

